

## DUANE READE COMBINED INDUSTRY SUPPORT

### ■ 4 MANUFACTURERS

■ PM	\$
■ RJR	\$456,900
■ BAT	\$
■ LOR	\$

■ TOTAL \$ \_\_\_\_\_

INCLUDES NATIONAL WORK PLAN  
PROMOTIONS AND ESTIMATED  
BUYDOWNS

67 STORES

### ■ 3 MANUFACTURES

■ PM	\$
■ RJR	\$672,850
■ BAT	\$
■ LOR	\$

■ TOTAL \$ \_\_\_\_\_

INCLUDES NATIONAL WORK PLAN  
PROMOTIONS AND ESTIMATED  
BUYDOWNS

67 STORES

51847 8135

DUANE READE COMBINED INDUSTRY SUPPORT																																	
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THE ABOVE DOES NOT INCLUDE DIRECT ACCOUNT PROGRAMS.

**4-MANUE.**

AVERAGE RETAIL SPENDING IS \$2.78 PER CARTON

BASED UPON ESTIMATED SHIPPING FIGURES FOR  
1997 OF 135,180 CARTONS

**3-MANUE.**

ESTIMATED SPENDING PER CARTON WITH 3 MAN. IS  
\$4.15/CARTON

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## DUANE READE ANNUAL PROMOTIONAL SUPPORT

### ■ 4 MANUFACTURERS

■ PM	\$
■ RJR	\$296,100
■ BAT	\$
■ LOR	\$

■ TOTAL \$

INCLUDES NATIONAL WORK PLAN  
PROMOTIONS AND ESTIMATED  
BUYDOWNS

67 STORES

### ■ 3 MANUFACTURES

■ PM	\$
■ RJR	\$431,650
■ BAT	\$
■ LOR	\$

■ TOTAL \$

INCLUDES NATIONAL WORK PLAN  
PROMOTIONS AND ESTIMATED  
BUYDOWNS

67 STORES

DUANE READE ANNUAL PROMOTIONAL SUPPORT	
<b>■ 4 MANUFACTURERS</b>	<b>■ 3 MANUFACTURES</b>
■ PM \$	■ PM \$
■ RJR \$296,100	■ RJR \$431,650
■ BAT \$	■ BAT \$
■ LOR \$	■ LOR \$
■ TOTAL \$	■ TOTAL \$
INCLUDES NATIONAL WORK PLAN PROMOTIONS AND ESTIMATED BUYDOWNS	INCLUDES NATIONAL WORK PLAN PROMOTIONS AND ESTIMATED BUYDOWNS
67 STORES	67 STORES

**RJR CALCULATIONS BASED UPON FOLLOWING:****4-MANUE**

**ESTIMATED 22 PROMOTIONS FOR 1998 AND EACH STORE TO  
RECEIVE 2 SKU'S PER MONTH WITH A VALUE \$75  
/OVERSTATED VALUE BY \$25:**

$$22 \times 2 \times 67 \times \$75 = \$221,100$$

**Plus buydown estimated at: \$75,000**

**TOTAL \$296,100**

$$(ACTUAL TOTAL COST @ \$50/SKU = \$140,800 + \$75,000 = \$215,800)$$

**3MANUE**

**ESTIMATED 22 PROMOTIONS FOR 1998 AND EACH STORE TO  
RECEIVE 3 SKU'S PER PROMOTION WITH A VALUE OF \$75 EACH**

$$22 \times 3 \times 67 \times \$75 = \$331,650$$

**Plus buydowns estimated at: \$100,000**

**TOTAL \$431,650**

$$(ACTUAL TOTAL COST @ \$50/SKU = \$221,100 + \$100,000 = \$321,100)$$

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## DUANE READE ANNUAL CONTRACT EARNINGS

### ■ 4 MANUFACTURERS

■ PM	\$
■ RJR	\$ 160,800
■ BAT	\$
■ LOR	\$

■ TOTAL \$ \_\_\_\_\_

67 STORES

### ■ 3 MANUFACTURERS

■ PM	\$ 0
■ RJR	\$ 241,200
■ BAT	\$
■ LOR	\$

■ TOTAL \$ \_\_\_\_\_

67 STORES

DUANE READE ANNUAL CONTRACT EARNINGS	
■ 4 MANUFACTURERS	■ 3 MANUFACTURES
■ PM \$	■ PM \$ 0
■ RJR \$ 160,800	■ RJR \$ 241,200
■ BAT \$	■ BAT \$
■ LOR \$	■ LOR \$
■ TOTAL \$ _____	■ TOTAL \$ _____
67 STORES	67 STORES

**CONTRACT PAYMENTS CALCULATED AS FOLLOWS:****4 MANUF.**

$$\text{\$200} \times 12 \times 67 \text{ stores} = \text{\$160,800}$$

**3 MANUF.**

$$\text{\$300} \times 12 \times 67 \text{ stores} = \text{\$241,200}$$

Under both 4 and 3 Manuf. can add Kamel display @ \$15/mo. or \$12,060  
and build display into NSS set.

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